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Low Tide ✓
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Author of photoflay
White Productions Inc., USA
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JAN 19 1925

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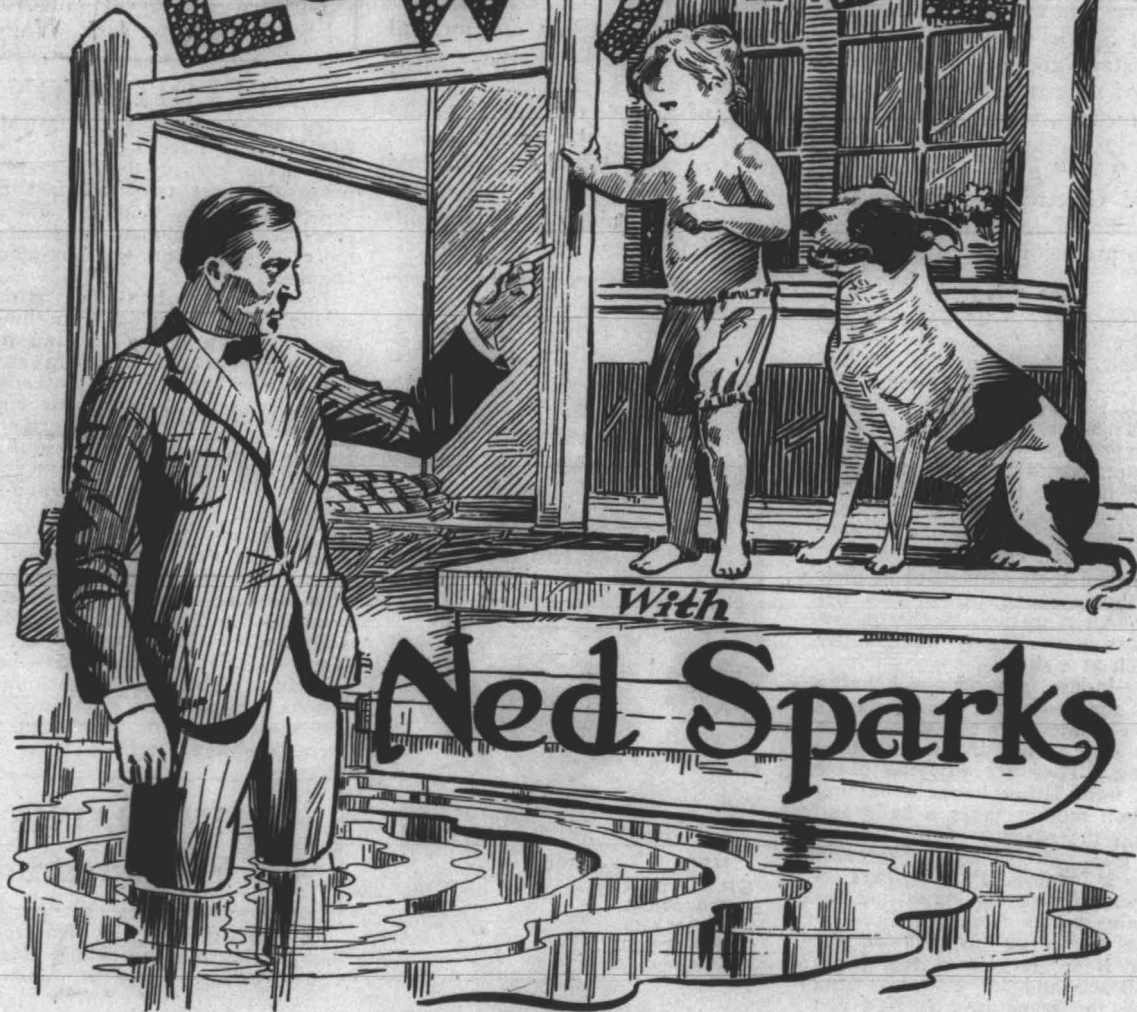
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JAN 19 1925

PRESS SHEET

MERMAID COMEDIES

"LOW TIDE"



Supervised by Jack White



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

887

NED SPARKS NEW MERMAID STAR FORMERLY IN TUXEDO COMEDIES

Well-Known Comedian of Stage and Screen Featured in Fast Action Comedy

"Low Tide" presents a new star in Mermaid Comedies, but one who has previously proven his worth on the Educational program in some of the well-known Tuxedo Comedies.

Ned Sparks is a well-known comedian on the vaudeville and musical comedy stage and has also appeared in many feature length pictures in support of such stars as Constance and Norma Talmadge. He is a type of clean comedian, very versatile and possessed of a sense of comedy values and facial expression which mark him as a real find for the screen.

"Low Tide," made under the supervision of Jack White and directed by Arvid Gillstrom, is full of fast and surprising Mermaid action and speed. The locale of the comedy is a houseboat and many new side-splitting gags are incorporated in these two reels of fast fun.

The Story

When on jury, Ned held out for the conviction of "Eddie the Yegg" and talked himself into a lot of trouble, for tough Eddie swore he'd get Ned for sending him up the river. Therefore when he escaped and warned Ned that he was going to get him, Ned thought it was time to make himself hard to find. He rented a houseboat in a secluded cove and went to live there for the summer with his wife and child.

Hardly had they got settled in their floating home when his in-laws decided to visit them. Mother-in-law is the boss of the family while father is as meek as a sheep.

Mother-in-law falls off the hanging bridge to the houseboat which puts her in a sweet state of mind. She makes the men step around lively until they go fishing. They are enjoying peace of mind until father hooks a bathing girl. Then mother takes a hand and breaks up the party.

More guests arrive and a big bathing party is formed. Father strays into the wrong dressing room and his wife again swings from the hip.

"Eddie the Yegg" is still on the hunt for Ned. He learns that he is at the beach and he with his gang arrive on the scene just as Ned and his guests are sitting down to dinner. When Ned opens the door to see who the visitor is there is a big scramble for cover.

Ned eludes the Yegg and goes for help. Eddie tosses a cigarette into the corner and in a minute the houseboat is ablaze. Cameo, the dog, sees the fire and runs to the fire-house, sounds the alarm which calls out the marine fire-fighters. Sparks has also summoned help and as the firemen jump into the boat and start for the house he is thrown overboard and towed behind the boat as it races to the burning craft where Eddie the Yegg and his pals are having the hottest time of their lives.



NED
SPARKS IN
EDUCATIONAL-
MERMAID
COMEDIES

For Electro Order No. 3506-E
For Mat (Free) Order No. 3506-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Wild Game:—Here is one of the best slapstick comedies we have ever seen. It kept the audience in an uproar from start to finish."

Bentz & Gumm,
Grand Rapids Theatre,
Grand Rapids, Mich.
(From Amusements)

WHO'S WHO in "Low Tide"

Ned Ned Sparks
Eddie the Yegg Eddie Baker
Ned's wife Peg O'Neill
Her mother Louise Carver
Her father Jim Kelly

Directed by Arvid Gillstrom
Supervised by Jack White

EXPLOITATION

During the years that MERMAID COMEDIES have been on the screen they have earned the reputation of being the best two reel fast action comedies on the market. They are sure-fire entertainment and what is more, they are sure-fire box-office attractions.

But the best box-office attraction in the business can't do anything for you if you won't get behind it and give it a chance. As long as your patrons—or prospective patrons—are in ignorance of the fact that you are showing one of their favorite comedies on the bill, they can't be blamed for passing your house by and looking further for an entire evening's entertainment.

Get your posters from the exchange and get them in front of your house. Get them there in advance of your showing. Keep them there. Get your lobby display in their frames and make them work for you. Your slide is a hard worker—but it's leading a life of idleness as long as it lies on the exchange shelves. Put the accessories to work and then watch them "do their stuff."

PARAGRAPHS For Your Program

In addition to the feature—Ned Sparks in a rib-tickling Mermaid Comedy, "Low Tide."

* * *

Time and tide wait for no man—See "Low Tide" before it is too late. It's an Educational-Mermaid Comedy.

* * *

If you enjoy a good laugh, don't miss "Low Tide" the Mermaid Comedy on the bill at the..... Theatre. It's a real riot.

* * *

Two rapid reels of side-splitting fun. "Low Tide," the latest Educational-Mermaid Comedy with Ned Sparks starred. It's a scream!

* * *

Additional comedy attraction. "Low Tide," one of these high-speed Mermaid Comedies with Ned Sparks and a big cast. Full of fun and action.

NED SPARKS IS STARRED IN NEW MERMAID COMEDY

"Low Tide" is Fast and Full of Unique and Novel Situations

(Newspaper review for use after showing
of picture)

Ned Sparks, well known comedian on stage and screen, is making his debut in Mermaid Comedies at the Theatre this week in "Low Tide," his first picture made under the supervision of Jack White.

Sparks has been appearing in two reel Educational - Tuxedo Comedies and at the expiration of his contract was persuaded to join the Mermaid forces.

Sparks is a natural comedian with a valuable gift of facial expression which he uses to advantage in his comedy work. He is a new type to Mermaid Comedies and he fits in with the well known fast action of these two reel fun films.

"Low Tide" is a unique comedy. The setting is, for the most part, a house-boat. This setting gives an opportunity to introduce many novel gags and situations. A sea-going flivver contributes largely to the fun.

The action is fast throughout. The plot revolves around the efforts of the hero, Sparks, to keep out of the reach of a bold, bad gunman who is after his scalp.

The cast includes Peggy O'Neill as leading lady and many other well known Mermaid faces. The picture was directed by Arvid Gillstrom.

HOUSE-BOAT IS COMEDY LOCALE

(Newspaper review for use after showing
of picture)

Racing automobiles, racetracks, locomotives, aeroplanes and football fields have been the scene of many Mermaid Comedies but in "Low Tide" the new Educational-Mermaid Comedy at the Theatre, the producers have selected another sort of a background for their comedy. This time it is a life on the bounding main, with a house-boat doing the bounding.

"Low Tide" with Ned Sparks in the leading role, is another of those side-splitting Mermaid Comedies which start off with high speed and then get faster as the picture progresses. In this one, Sparks, a newcomer to Mermaid Comedies, is seen as a citizen who conscientiously held out for the conviction of a notorious crook and then is hounded by the gunman when he escapes from jail.

WELL-KNOWN STAGE AND SCREEN STAR ADDED TO MERMAID FORCES



NED SPARKS
and
PEGGY O'NEILL
In a scene from
"LOW TIDE"

For Electro Order No. 3507-E
For Mat (Free) Order No. 3507-M

MANY NEW GAGS IN THIS COMEDY

(Prepared as advance publicity story)

Several novel appliances were used in the production of the Educational-Mermaid Comedy "Low Tide," which will be at the Theatre.....

A specially constructed house-boat was used for the filming of the greater part of the picture. This was built by studio carpenters over a scow, and it was burned later in the picture. To get to the houseboat a hanging bridge was made after the pattern of the famous suspension bridges across our great rivers.

One of the most novel creations of the comedy gag-man's imagination was a sea-going flivver. This arrangement functioned as a fast speedboat in the water and as a runabout on the shore.

An automatic fish catcher was another creation. This consisted of a pistol suspended in the water with a catch which discharged the pistol, killing any hungry fish which took the bait.

Ned Sparks of Musical Comedy Fame Joins Big Organization

(Prepared as advance publicity story)

Ned Sparks, well known comedian of stage and screen has been added to the Educational-Mermaid forces and will appear in his first picture under the new banner in "Low Tide," the Educational-Mermaid Comedy on the bill at the Theatre.....

Sparks is very well known on the musical comedy stage where he appeared for a number of years before entering motion pictures. He appeared in several of Al Woods' successes and in a number of various musical comedies and then was selected as a leading man for Constance Talmadge, in whose company he remained for several months.

Lately he has been appearing in Educational-Tuxedo Comedies, which were released through Educational Film Exchanges, the organization which is distributing the Mermaid Comedies. His work in these comedies attracted the attention of Jack White, the young producer-director of Mermaid Comedies, and Sparks was secured as a leading man.

In "Low Tide," Sparks will be supported by Peggy O'Neill as his leading lady, and other well known members of the Mermaid Company. Arvid Gillstrom, directed, under the supervision of Jack White.

ELEMENTS BALK MOVIE DIRECTOR

(Prepared as advance publicity story)

Fog, tides, gales and high seas combined to give Arvid Gillstrom, Educational-Mermaid Comedy director, one of the toughest battles of his movie career during the filming of the Educational-Mermaid Comedy, "Low Tide" which will be on the program at the Theatre.....

Gillstrom took his company to Balboa Beach to film the comedy which revolves around a house-boat. The tides, unusually high, would float his house-boat and it would be fifty feet from shore. Before the sequence of scenes could be completed the tide would be out and the house-boat would be high and dry on the beach! Fogs ruined other days for photographic purposes and a lively gale kept the sea in a turmoil for a week.

ADVERTISE YOUR ENTIRE PROGRAM AND LET THE SHORT SUBJECTS HELP INCREASE YOUR PROFIT

After all is said and done, the PROFIT on the showing is the thing of vital interest to the motion picture exhibitor.

Every effort of showmanship is directed toward showing an ultimate profit. Whether it is decorating the interior of the house, renovating the furnishings, augmenting the orchestra, advertising, exploitation or ballyhoo,—everything is done for the purpose of showing an immediate or future profit, either in increased box-office returns or increased steady patronage.

But, after all, "The play's the thing" as Hamlet said. Patronage can not be held on ballyhoo, velvet hangings or four extra fiddles in the orchestra. The show's the thing they come to see.

Therefore, the better show you offer to your patronage, the bigger patronage you'll have. That's as simple as a problem in addition.

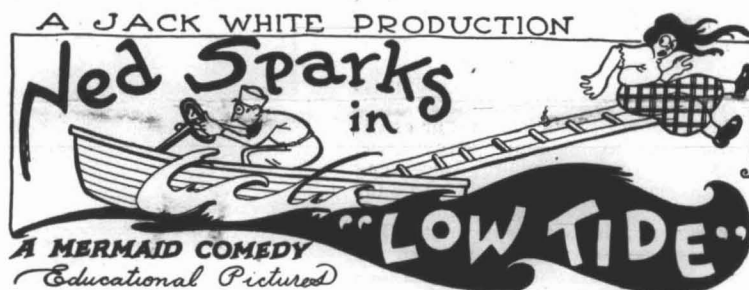
But you've got to do more than OFFER it to them. You've got to SELL it to them. They won't come in on guess-work any more. There are too many other attractions for their money. People will not spend money any longer on the "Movies" just for the novelty of the thing. They would rather stay home and listen to the radio which is the big novelty right now.

It simmers down to a question of salesmanship and advertising. You've got to sell your prospective patrons a whole show. You've got to advertise the entire program to them. You've got to advertise your Short Subjects as well as your feature in order to take advantage of every sales point of your show.

Don't overlook the business bringing Short Subjects in your advertising. If you do you are handicapping yourself. In the race of existence and competition you can't afford to carry a handicap.



One Column by One Inch "Ad" cut
For Electro Order No. 3508-E
For Mat (Free) Order No. 3508-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3509-E
For Mat (Free) Order No. 3509-M

For Three Column Cut on Page One Order
Electro No. 3510-E Mat (Free) No. 3510-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

A laugh a minute guaranteed in "Low Tide," the latest Educational-Mermaid Comedy.

* * *

Ned Sparks, popular comedian, in a two reel Mermaid comedy riot, "Low Tide!"

* * *

Two reels of ripping good comedy—Ned Sparks and an all-star Mermaid cast in "Low Tide."

* * *

Ned Sparks, Peg O'Neill and a big Mermaid cast in two reels of snappy Mermaid Comedy, "Low Tide."

* * *

You'll be in high spirits after seeing "Low Tide." It's an Educational-Mermaid Comedy with Ned Sparks.

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